

# TOHU WHENUA

*Landmarks that tell our stories*



## STAFF TRAINING - about Tohu Whenua

### Key points

This site is recognised as a Tohu Whenua, one of Aotearoa New Zealand's most treasured heritage places.

Tohu Whenua is a network of sites that tell Aotearoa New Zealand's defining stories.

By being a network, Tohu Whenua makes it easier for New Zealanders to find places where they can connect with their heritage. It's a 'one-stop shop' to find our best heritage experiences - through regional brochures, a visitor-focussed website, social media pages and more.

Promotion of the Tohu Whenua brand benefits hugely from word-of-mouth. Please recommend other Tohu Whenua heritage places to your visitors, display Tohu Whenua brochures, and wear your Tohu Whenua t-shirts and badges proudly.

### Additional points

Tohu Whenua has been launched in three regions so far – Te Tai Tokerau Northland (9 sites), Otago (11 sites) and Te Tai Poutini West Coast (5 sites). The goal is to roll out Tohu Whenua in all regions of Aotearoa New Zealand. Canterbury is next. You can find all 25 Tohu Whenua places at [www.tohuwhenua.nz](http://www.tohuwhenua.nz)

All Tohu Whenua heritage places have gone through a selection process. Sites selected as Tohu Whenua are important to iwi and local communities, tell a significant story, and provide a great visitor experience.

Tohu Whenua heritage places may be privately and publicly owned/operated. This includes sites managed by Heritage New Zealand Pouhere Taonga, Department of Conservation, councils, trusts, tourism companies and individuals. The aim is to connect all these places so they are easier to find by visitors.

The Tohu Whenua programme is a partnership between the Ministry for Culture and Heritage, Department of Conservation and Heritage New Zealand Pouhere Taonga.

Loosely translated, Tohu Whenua means 'landmarks' in te reo Māori. The words Tohu Whenua acknowledge memories of the land, marking places made significant by our forebears and telling their stories. *Please always refer to the programme as 'Tohu Whenua'. If you feel English is required, you can say 'Tohu Whenua heritage places'.*